

Message Text

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ORIGIN EB-07

INFO OCT-01 EUR-12 ISO-00 CAB-02 CIAE-00 COME-00 DODE-00

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FM SECSTATE WASHDC

TO AMEMBASSY STOCKHOLM PRIORITY

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E.O. 11652: N/A

TAGS: EAIR, SW

SUBJECT: CIVAIR - POSSIBLE SWEDISH REJECTION OF OTC
APPLICATION

1. TIA AND NATIONAL AIR CARRIER ASSOCIATION (NACA - THE
US SUPPLEMENTAL AIRLINES' TRADE ASSOCIATION) REPORT THAT
TOUR ORGANIZER ITD OPERATING UNDER ASSUMPTION SWEDISH
AUTHORITIES HAVE ALREADY TURNED DOWN EIGHT FLIGHT OTC
PROGRAM AND HAS ACCORDINGLY MADE PLANS TO DIVERT PROGRAM
TO ANOTHER DESTINATION. WHILE PROGRAM HAS BEEN EFFEC-
TIVELY CANCELLED, DEPARTMENT BELIEVES ACQUAINTING TRANSPORT
MINISTER WITH VALUE TO SWEDEN OF THE EIGHT FLIGHTS MAY
CONTRIBUTE TO FAVORABLE DECISION WITH RESPECT TO FUTURE
APPLICATIONS. NACA HAS PROVIDED FOLLOWING INFORMATION
WHICH SHOULD BE HELPFUL IN THIS REGARD.

A. SUPPLEMENTAL AND SCHEDULED AIRLINES OPERATING CHARTER
FLIGHTS DO NOT AS GENERAL RULE ORGANIZE AND PROMOTE
CHARTER PROGRAMS THEMSELVES BUT RATHER RELY ON TOUR
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ORGANIZERS AND WHOLESALERS TO MAKE THESE ARRANGEMENTS.

ORGANIZATIONAL AND PROMOTIONAL ACTIVITIES REQUIRE MANY MONTHS LEAD TIME AND CONSIDERABLE INITIAL EXPENSE BEFORE

TOURS ARE OFFERED TO PUBLIC. OBVIOUSLY BEFORE THEY MAKE MAJOR EXPENDITURES OF TIME AND MONEY, TOUR OPERATORS WANT SOME ASSURANCE THAT GOVERNMENT OF CHARTER DESTINATION WILL APPROVE CHARTER AND IN ABSENCE OF SUCH ASSURANCES MOST WILL CANCEL PROGRAMS, EVEN IF THIS MEANS WRITING OFF COSTLY INITIAL EXPENSE, IN ORDER TO REORGANIZE TO A DIFFERENT DESTINATION. THIS HAS BEEN CASE WITH ITD OTC PROGRAM.

B. LOCAL EXPENDITURES ATTRIBUTABLE TO THE ITD PROGRAM WOULD AMOUNT TO 1.2 MILLION DOLLARS AS FOLLOWS: EACH FLIGHT WOULD BRING 254 VISITORS TO SWEDEN FOR A TOTAL OF OVER 2000 FOR THE TOTAL PROGRAM. IT IS ASSUMED EACH VISITOR WOULD SPEND APPROXIMATELY 200 DOLLARS FOR A TOTAL EXPENDITURE FOR LOCAL GOODS AND SERVICES OF 405,000 DOLLARS. HOTEL ACCOMMODATIONS WOULD AMOUNT TO 750,000 DOLLARS. REVENUES FOR TIA AS A RESULT OF EIGHT FLIGHTS WOULD AMOUNT TO APPROXIMATELY 750,000 DOLLARS.

2. DEPARTMENT COMMENDS EMBASSY'S ALERT AND TIMELY COVERAGE THIS PROBLEM AND NACA AND TIA HAVE EXPRESSED APPRECIATION FOR AMBASSADOR'S INTEREST IN RESOLVING IT.

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